

**FORMATION****1994 CART ARTWORK SPECIFICATIONS****Art/Mechanical**

Both sizes D&E are required for a National program and most regional buys. Size D&E mechanicals should be the same layout. Produce Art/Film at full size. Vertical designs cannot be used as the cart frames accept only horizontal designs. All artwork should be prepared for four-color process lithography only. Advertisers must furnish transparency and black & white camera-ready art showing copy position and color breakdown. Art and mechanical or final film can be supplied as long as the following specifications shown below are adhered to. Bleed artwork to overall dimension.

**Disk**

If you will be providing your mechanical/artwork on disk, utilization of the following Macintosh software programs is preferred: Quark Xpress; Pagemaker; Adobe Illustrator; Aldus Freehand. A hard copy "proof" of the final version of your disk plus a list of all fonts used on the disk must be supplied. Also, supply one high quality color transparency.

**Film Separations**

Final one-piece negatives, right reading, emulsion up, including all trims and register marks. 150-line screen. Final film to be free of opaque on emulsion side. Match prints should be made from negatives on 3M Base stock. Corrections or alterations made to film which are not reflected on proof must be reflected on new proof submitted with film. Bleed artwork to overall dimension.

**Promotional Ads**

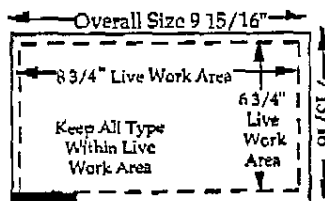
Disclaimers must appear regarding availability of any promotional offer. The disclaimer must say either "Where Available" or "While Supplies Last" and must be at least 14 points high.

**ARTWORK THAT DOES NOT CONFORM TO THE ABOVE  
SPECIFICATIONS WILL BE RETURNED OR  
REWORKED AT AN ADDITIONAL CHARGE.**

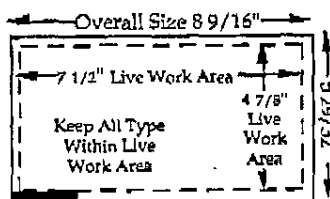
**PRINTING IS PRODUCED ACCORDING TO  
S.W.O.P. GUIDELINES**

**Size D**

Overall Size: 9 15/16" x 7 13/16"  
Live Work Area: 8 3/4" x 6 3/4"  
Shaded area reserved  
for ACTMEDIA use only.

**Size E**

Overall Size: 8 9/16" x 5 29/32"  
Live Work Area: 7 1/2" x 4 7/8"  
Shaded area reserved for  
ACTMEDIA use only. (Size D + E  
mechanicals should be the  
same layout.)



*Quantity =  
240,000  
per cycle*

- Total quantity: 240m/cycle  
(avg. of 60 carts/store x  
4000 stores)
- 264m/cycle if 15% overrun
- Number of cycles: 4
- Must produce new signs  
for each cycle.

## ATION INFORMATION

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per market

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cost)  
(60% of cost)  
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Regional Participation cost

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racted prior to first cycle  
National/Regional

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ucts. Additional cost is equal to  
'ad.

- add \$700 for each additional

me layout. Any variation in  
nal \$760 plus the cost of any

r artwork arriving after the

## 1994 AISLEVISION ARTWORK SPECIFICATIONS

### Art/Mechanical

Both sizes A&B are required for a National program and most regional buys. Size A&B mechanicals should be the same layout. Produce art at 1/2 size and film at full size. Vertical designs cannot be used as the frames accept only horizontal designs. All artwork should be prepared for four color process lithography only. Advertisers must furnish transparency and black & white camera-ready art showing copy position and color breakdown. Art and mechanical or Final Film can be supplied as long as the following specifications shown below are adhered to. Bleed artwork to overall dimension.

### Disk

If you will be providing your mechanical/artwork on disk, utilization of the following Macintosh software programs is preferred: Quark Xpress; Pagemaker; Adobe Illustrator; Aldus Freehand. A hard copy "proof" of the final version of your disk plus a list of all fonts used on the disk must be supplied. Also, supply one high-quality color transparency.

### Film Separations

Final one-piece negatives, right reading, emulsion down, including all trims and register marks. 150-line screen. Final film to be free of opaque on emulsion side. Match prints should be made from negatives on 3M Base stock. Corrections or alterations made to film which are not reflected on proof must be reflected on new proof submitted with film. Bleed artwork to overall dimension.

### Promotional Ads

Disclaimers must appear regarding availability of any promotional offer. The disclaimer must say either "Where Available" or "While Supplies Last" and must be at least 26 points high.

**ARTWORK THAT DOES NOT CONFORM TO THE ABOVE  
SPECIFICATIONS WILL BE RETURNED OR  
REWORKED AT AN ADDITIONAL COST.**

**PRINTING IS PRODUCED ACCORDING TO  
S.W.O.P. GUIDELINES**

### Size A

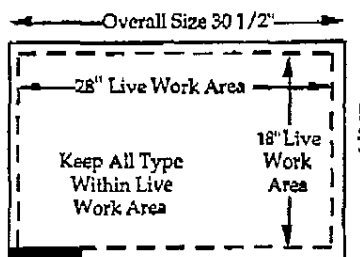
Overall Size: 30 1/2" x 20 1/4"

Live Work Area: 28" x 18"

Shaded area reserved

for ACTMEDIA use only.

(Size A + B mechanicals should  
be the same layout.)



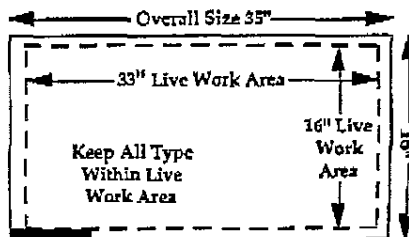
### Size B

Overall Size: 35" x 18"

Live Work Area: 33" x 16"

Shaded area reserved for

ACTMEDIA use only.



*quantity =  
3300 per  
cycle*

*- Total quantity:  
3300 per cycle*

*- (1 sign/stake x  
3300 stakes +  
10% overrun)*

*- Number of cycles: 4*

*- Don't need to produce  
new signs for each  
cycle.*